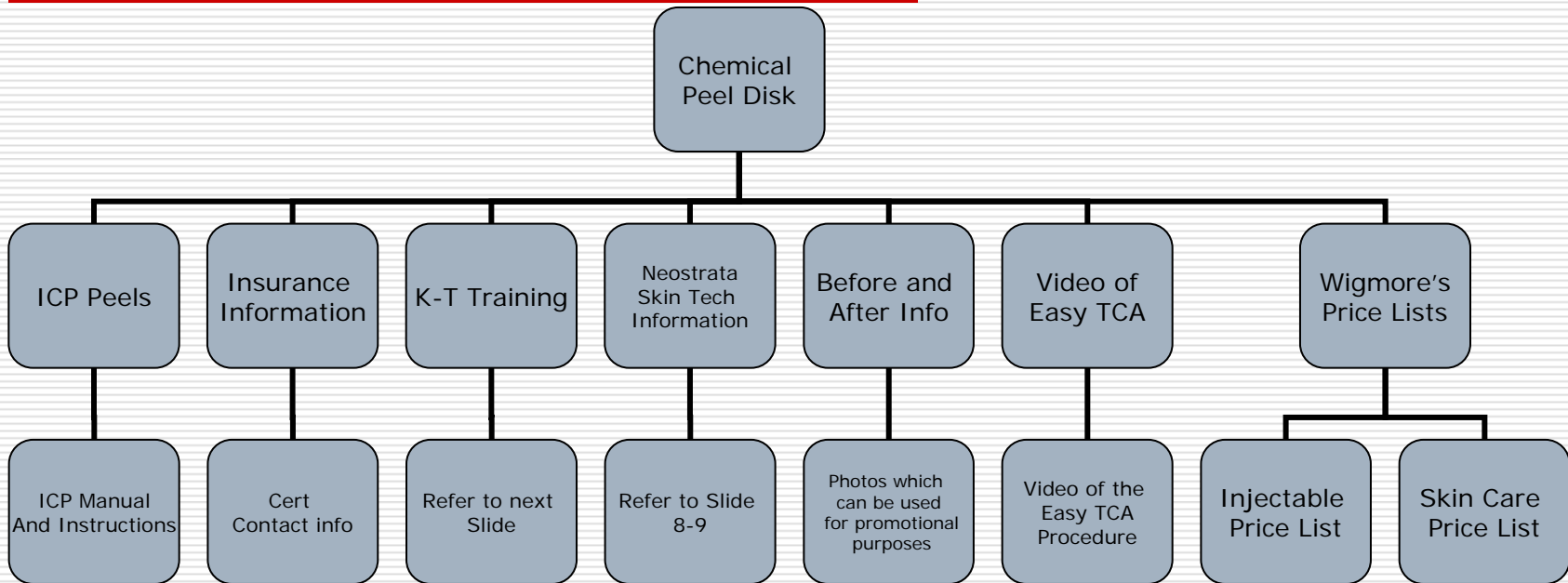


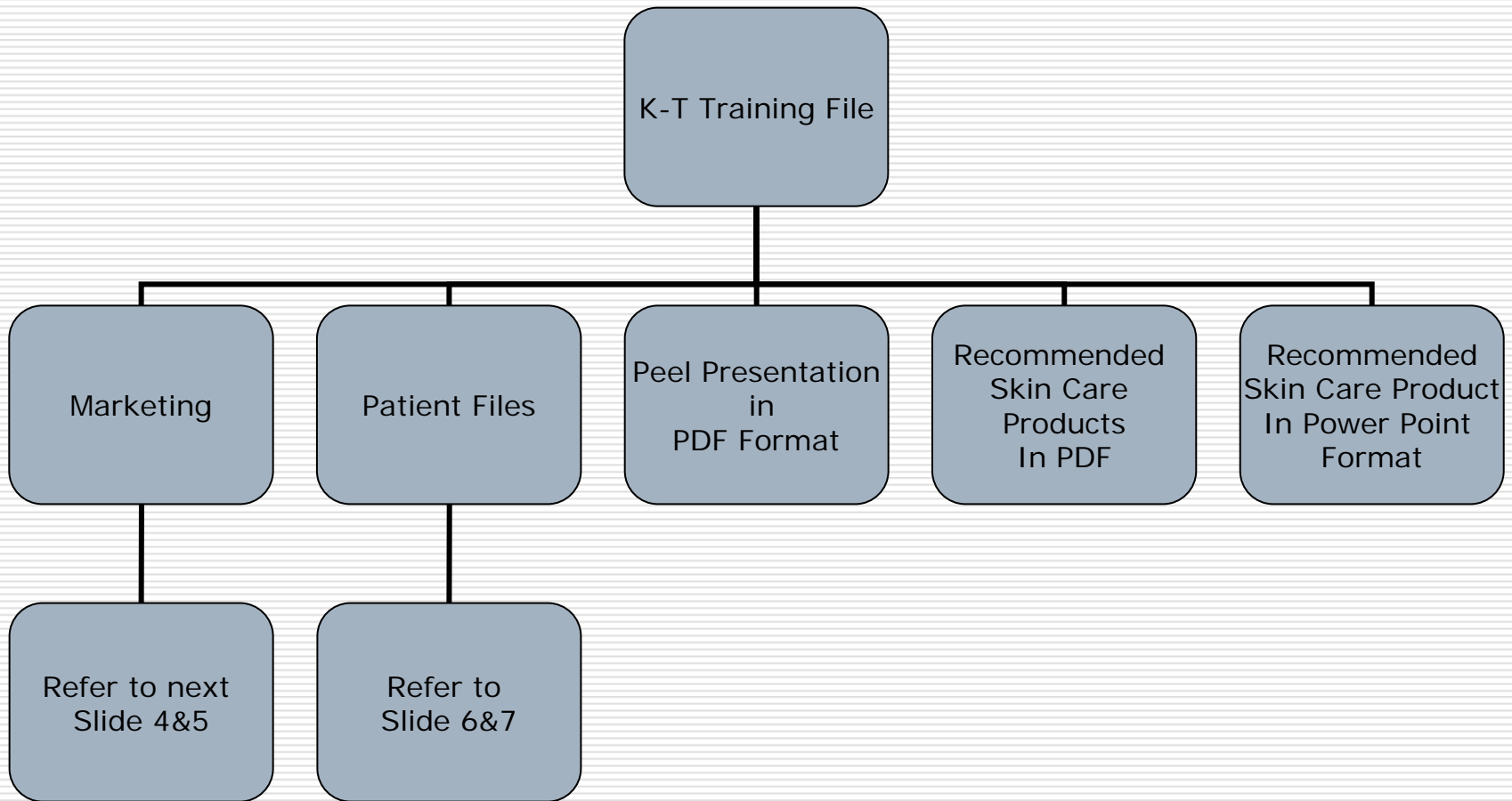
Chemical Peel CD Summary

K-T Training

- The CD consists of six files-Refer to the flow chart for information included in the individual files.



K-T Training File



Marketing File/Content and Explanation

All inclusive Brochure in PDF Format-Use the script to develop your own individual all inclusive branded brochure. If you are skilled in more than one procedure, then it is recommended that you promote your entire offering on one brochure and then create individual brochures to promote the benefits of each individual procedure that you provide. In our training we always provide you with the PDF and Publisher brochures.

Chemical Peel Brochure-Publisher Format-Change as needed.

Consultation Analysis with Pareto Chart-If you are employing a free consultation strategy, then it is important that you measure your ability to convert calls to booked consultation and consultation to booked procedures. If you are closing less than 50% inquires to consultation and less than 50% consultation to booked procedure, you will need help on responding to enquiries and consultation skills. **Recommended course: The Key Elements to Running Successful Medical Aesthetic Practices.**

Marketing Activity Schedule: For new businesses, this document will highlight the necessary cost associated with developing a small business. This does not include your training cost. It will take at least £8,000 to 10,000 expenditure over a certain period of time to set up your clinic

Salon Program Power Point Presentation: This presentation is for your use if you are planning to work out of salons. Please read the presentation and customize for your needs. You will have to remove procedures that you are not presently providing.

K-T Training File-Marketing Section(continued)

- ❑ **Medical Aesthetic Business Plan**-If you are planning to run your own business outside of the NHS, then refer to this document of our recommendation on how to develop your part-time business.
 - ❑ **Procedure Gross Margin**: This document gives you all the information on procedure prices, your associated cost for each procedure, the average time needed for each procedure and the profitability of each procedure in terms of gross margins.
 - ❑ **Setting Objectives**: This document gives you an overview of the five year financial projection for some of the core procedures that we advocate in medical aesthetics. The forecast is based on you keeping 75% of your customers. This concept is based on providing superior treatment results and running the business efficiently. Required course: **The Key Elements to Running Successful Medical Aesthetic Practices.**
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Patient File (content)

- ❑ **Neostrata Skin Care Instructions:** This document was created for your convenience. Since the Neostrata company does not provide this information for you, we created it for your use. When you recommend products for home use or after a peel, give this document to the patients since it provides home care instructions relating to the recommended products
 - ❑ **Neostrata, Skin Cuticles and Skin Tech Information-** This document is for your web site only. If you are creating a web site, the web designer can use this document for the web site. If you are not creating a site, then ignore this document
 - ❑ **Patient consent form:** Use this document before patient is treated
 - ❑ **Patient Medical History Form:** Must be completed before the treatment
 - ❑ **Patient Treatment Record in word file:** This document should be kept in patient file to record the treatments and the concentration of peel provided.
 - ❑ **Post Care Advise:** Print this document and provide to patient at the end of the peel procedure.
 - ❑ **Skin Care instructions for Skin Tech and Skin Cuticles Products-** This document is to be used in the same way as the Neostrata Skin Care Document above. *You may be confused by this document since I have included three Skin Cuticles Products which I did not discuss in the training. I have included this information since the three products are very popular and I want you to research these product for clients whose skin are badly damaged and who may need additional help for repair. If you are confused, remove the Skin Cuticle product from the document and use the sheet to provide skin care instructions for the Skin Tech Products.* Remember the Skin Tech Products are associated with the Easy TCA Peel.
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Patient File

- ❑ **Skin Care Ingredients:** This document is for your information only. It provides information on the benefits of key cosmeceuticals ingredients.
 - ❑ **Skin Condition Document:** Your guide of which peel to recommend based on patient's skin type, discussion with patient and the level of repair needed. The document provides you with information on priming and post care instructions. Please Replace this document with the new document that we provided with this presentation. The new document is more detailed than the one that is provided on the CD.
 - ❑ **Treatment Plan Sheet:** Publisher- This is the same document as the word document titled Patient Treatment Plan. Use the one you prefer. It was provided for those have publisher and wanted to customize the form for their clinic.
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Neostrata and Easy TCA Information

- **PDF Manuals and Document:** Only refer to these files in the beginning. This file contain your reference material.
 - **Basic Training Document:** with all that we have given you, you do not have to read this file but it is provided if you need further reading on poly hydroxy and AHA Theory. Reviewing this document is not necessary
 - **Booklet English-This** is the Skin Tech (EASY TCA Peel) This document needs to be reviewed. It is very technical but so informative and it should give you all the confidence you need to carry out an EASY TCA Peel procedure. Be Brave.
 - **Neostrata Procedure Training.** This document is similar to the presentation that we made to you so you do not need to review but it is there for your information.
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Neostrata and Skin Tech Information

- ❑ **Neostrata Product Information-This file contain all of Neostrata Product Information but I will prefer that you do not review this file until you are familiar with the recommended products document which we provided to you. Later on you can review the file to evaluate the company's entire range and to decide on additional products to sell based on your market needs.**
 - ❑ **Patient Selection-Ignore this file since it contains information already reviewed by K-T Training.**
 - ❑ **Skin Tech Contact Information: for foreign doctors and to contact the company for whatever reason. Your contact in the UK is Euromedical and they can be reached at**
 - ❑ **08451304940 or at 01949838111**
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